

Discussion Paper

South Melbourne Structure Plan

FUTURE
SOUTH
MELBOURNE



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The City of Port Phillip respectfully acknowledges the Traditional Owners of this land, the people of the Kulin Nations. We pay our respect to their Elders, past and present. We acknowledge and uphold their continuing relationship to this land.

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Introduction

South Melbourne is a vibrant inner urban location with an engaged community, a diverse mix of housing and businesses, and a rich cultural and architectural heritage. These attributes, as well as its location between Melbourne's CBD and Port Phillip Bay, mean that South Melbourne will continue to be an attractive location to live, work and play.

We are working on a new structure plan for South Melbourne to manage change and guide how the area looks, feels and functions. This long-term plan will help prepare South Melbourne for the future and how we respond to challenges such as climate change, population growth and COVID-19.

To inform the new structure plan, we have prepared this Discussion Paper that sets out:

- Why we need a structure plan
- Key information about South Melbourne
- A vision for South Melbourne
- Key directions for South Melbourne
- Ideas to achieve the vision and key directions that could be included in a new South Melbourne Structure Plan.

Generally based on key roads, the map shows the study area for this project.

We want this paper to continue the conversations we have had with the community about South Melbourne's future, so we encourage you to read this paper and share your views and insights with us. Your feedback will help us prepare the draft South Melbourne Structure Plan, for which we will again seek your feedback when it is ready.



The black line shows the South Melbourne Structure Plan study area boundary.

Understanding South Melbourne

Why do we need a new structure plan?

A structure plan is a way a council can manage and plan for how an area looks, feels and functions. It sets out the long-term strategic vision for an area and an action plan on how it will be achieved.

Through the planning system, Council plays a role in managing growth, while at the same time responding to community aspirations and providing vibrant, liveable local places for everyone to enjoy.

The current South Melbourne Central Structure Plan and South Melbourne Central Urban Design Framework were adopted by Council in 2005. Planning controls based on these documents were implemented in 2008. Since that time demographic and land use changes have occurred throughout South Melbourne and development pressure has increased. The population in South Melbourne is expected to grow by 18.82% from 11,118 in 2020 to 13,210 in 2041. There is also a greater need to address challenges such as climate change and respond to economic impacts from the COVID-19 pandemic.

It is now time for a new structure plan to respond to contemporary issues.

In developing a new structure plan, we are gaining diverse views and insights from the community, so together we can:

- Strengthen the qualities and attributes of South Melbourne as a unique place
- Protect employment land and ensure employment generating activities are not crowded out by pressure for residential land use and development
- Facilitate enterprise hubs and to specifically recognise the importance of creative industries
- Ensure planning controls support a vibrant and diverse economy, recognising that South Melbourne is positioned at the CBD edge and in proximity to Southbank, Docklands and the Fishermans Bend Urban Renewal Area
- Consider the changing role of the South Melbourne Activity Centre and the future of retail uses, particularly for Clarendon Street and the South Melbourne Market
- Explore how the Structure Plan could facilitate Council's intent to create a '10-minute city'
- Ensure that future development and land use in South Melbourne is sustainable, responsive to challenges such as climate change, sea level rise and achieves a high level of environmental performance
- Cater for the forecast population change in South Melbourne.



Strategic Framework

The South Melbourne Structure Plan will be informed by a broad range of State and Council plans and strategies.

| State Framework | | Local Framework | |
|--|---|--|---|
| Planning and Environment Act 1987 | Sets the legislative framework for Victoria's planning system. Section 4 sets out the objectives of planning in Victoria, which councils must implement. | Council Plan 2021-2031 | The Council Plan is our strategic plan that guides all our work. It provides a strong foundation for the continuing rollout of projects, services and initiatives that go to the heart of the health and wellbeing of our diverse community. |
| Plan Melbourne 2017-2050 – Metropolitan Planning Strategy | Establishes a vision for Melbourne by integrating land use, infrastructure and transport planning to meet the City's future environmental, population, housing and employment needs. Plan Melbourne identifies South Melbourne as a Metropolitan Activity Centre, places which have an important role in accommodating housing, employment and other future needs. | Act and Adapt Sustainable Environment Strategy 2018-28 | Outlines the City of Port Phillip's commitment to environmental sustainability for the organisation and the wider community. It establishes a pathway that will help transition the City to a greener, cooler more liveable City where we are all reducing our impact on the environment and are more resilient to the impacts of climate change. |
| Melbourne Industrial and Commercial Land Use Plan 2020 | A framework to more effectively plan for future employment and industry needs, and better inform future strategic directions. It identifies parts of South Melbourne within the study area as both 'Regionally Significant Industrial Land' and as a 'Regionally Significant Commercial Area'. Kings Way and the West Gate Freeway are identified as part of the Principal Freight Network. | Move, Connect, Live Integrated Transport Strategy 2018-28 | A long-term plan to ensuring that as a community we can adapt to the increasing number of trips and the challenges associated with increased congestion, while creating travel choices, prioritising effective and equitable access to transport options, and ensuring the liveability and safety of our streets. |
| Unlocking Enterprise in a Changing Economy Strategy 2018 | Identifies South Melbourne as an enterprise precinct, one of three key areas outside Melbourne's CBD to attract new businesses and investment. | Don't Waste It! Waste Management Strategy 2018-28 | Provides the blueprint for how Council and the community will work together to create a more sustainable future for Port Phillip, through the way we manage our waste. |
| | | Art and Soul Creative and Prosperous City Strategy 2018-28 | Sets out our creative, cultural and economic development objectives for Port Phillip, to achieve the Council Plan strategic direction of a Vibrant Port Phillip. |
| | | Places for People Public Space Strategy 2022-32 | Sets the vision and blueprint for the future of our public spaces in Port Phillip. |
| | | City of Port Phillip Activity Centre Strategy 2006 | Establishes a holistic understanding of the complex role and function of activity centres (areas focused on commercial and retail precincts) and the contribution they make to creating sustainable local communities. |
| | | Port Phillip Heritage Review | The main heritage reference document for Council, providing a municipal-wide, post-European contact environmental history, and also includes citations for heritage precincts and individual heritage places. |
| | | In Our Backyard – Growing Affordable Housing in Port Phillip, 2015-2025 | Identifies Council's role and actions it will take to grow the supply and diversity of affordable housing in the Port Phillip to address priority local housing needs. |
| | | Greening Port Phillip, an Urban Forest Approach 2010 | Provides the strategic framework and policy context for the development and management of trees in Port Phillip. |

City of Port Phillip Economic Emergency

In response to the ongoing COVID-19 pandemic, on 16 September 2020 Council declared an economic emergency, stating that “the economic impact of the COVID 19 pandemic through the loss of jobs and business activity within the City of Port Phillip should be treated as an emergency”.

The South Melbourne Structure Plan will explore ways to support business attraction, retention and growth in response to COVID-19 and other external change, such as:

- Improving planning certainty to support investment
- Providing flexibility in land use outcomes
- Increasing opportunities for outdoor trading and activation through public realm improvements
- Encouraging post-pandemic building design features, such as flexible layouts, natural ventilation and outdoor spaces
- Enhancing attractiveness of the local area as a destination (including streetscape and accessibility improvements, protecting amenity and urban greening).

This Discussion Paper directly responds to the economic emergency.

City of Port Phillip Climate Emergency

In response to the climate crisis, on 18 September 2019 Council declared “that climate change, including sea level rise and mass species extinction, poses serious risks to the people of Port Phillip and Australia, and should be treated as an emergency”. Consistent with the declaration of a climate emergency, the South Melbourne Structure Plan will take into account the impact of the climate emergency as part of planning for South Melbourne’s future by:

- Building on Council’s strategies: Move, Connect Live (Integrated Transport) Strategy 2018–28, Don’t Waste It (Waste) Strategy 2018–28 and Act and Adapt (Environmental Sustainability) Strategy 2018– 28.
- Aligning with the Act and Adapt Strategy, which has a focus on reducing emissions, reducing contamination of land and water, restoring biodiversity, and adaptation to climate change including reduction of heat island effect and other health issues related to a warming climate.

This Discussion Paper directly responds to the climate emergency.

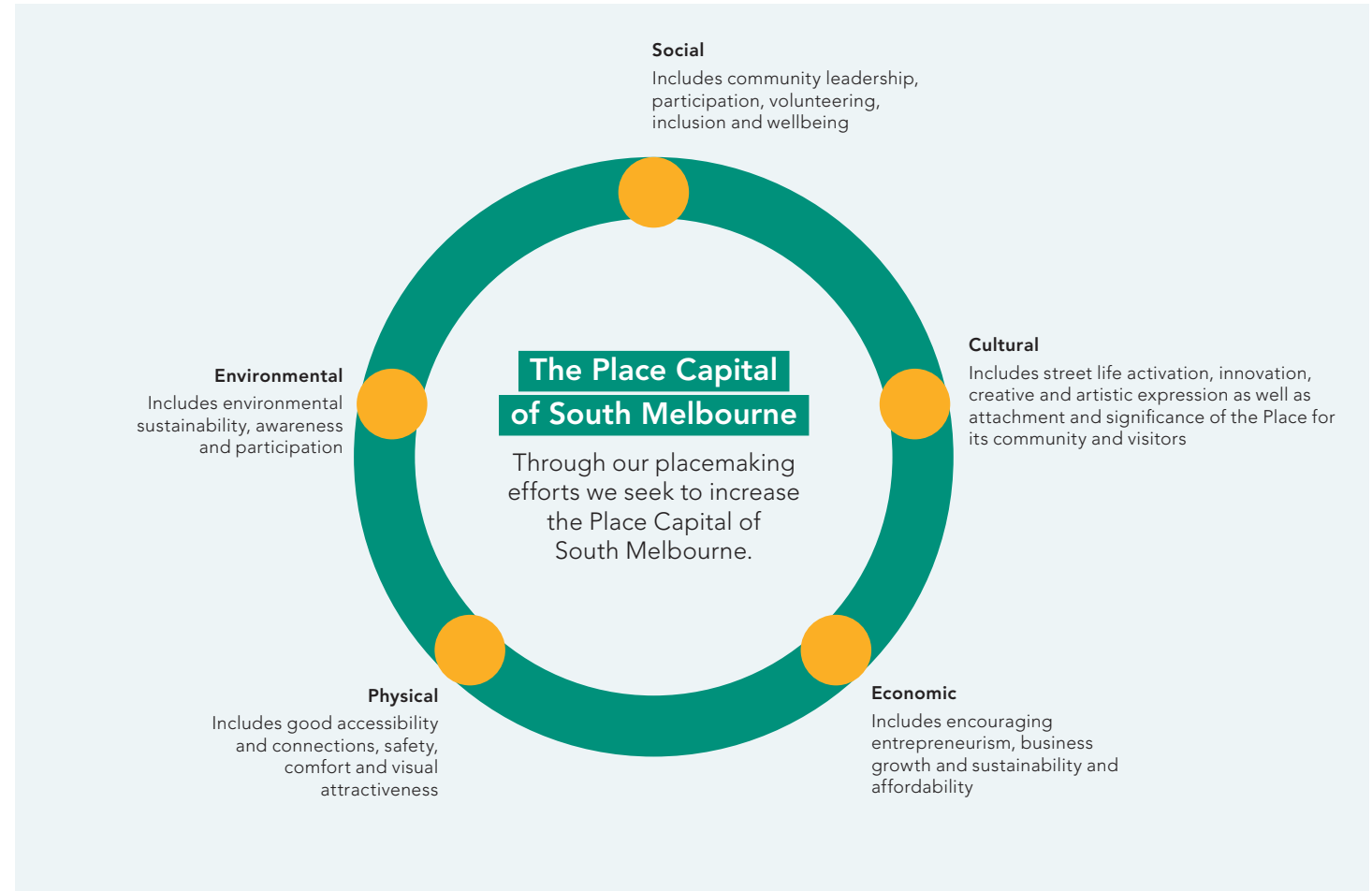


South Melbourne Place Plan

The South Melbourne Place Plan was prepared in 2018/19 to guide placemaking initiatives in South Melbourne, covering Clarendon Street and the areas around the South Melbourne Market and Emerald Hill. The Place Plan identified a placemaking approach for South Melbourne based on the premise that the people who use the area have the deepest understanding of this place, and should take a lead in shaping its future.

Reflecting the discussions, ideas and aspirations of the South Melbourne community, including residents, businesses and community groups, property owners and visitors, the Place Plan includes ways to improve access to, movement through and the overall experience of the precinct. The Place Plan identifies the key attributes shared by most great places, including comfort and image, access and linkages, uses and activities, and sociability, along with identifying how placemaking efforts can contribute to increasing the 'place capital' of South Melbourne in consideration of environmental, social, cultural, economic and physical realms.

The South Melbourne Structure Plan will build upon the initiatives in the South Melbourne Place Plan.



The Place Capital of South Melbourne as identified in the South Melbourne Place Plan 2019–20.

What have we heard from the community so far?

In March and April 2021, we undertook our first stage of community engagement on **Future South Melbourne** – otherwise known as the South Melbourne Structure Plan. Our engagement included an online and hard copy survey, community conversations, sessions with public housing residents and targeted stakeholder workshops.

While we have provided a summary of what you told us here, the full engagement report is available from our project website.

Key findings

We received a large volume of feedback from the community.

Several themes emerged consistently across the survey, community conversations and targeted stakeholder workshops. These primarily centred on liveability and concerns that future changes would alter the ability of the community to enjoy living, working, and moving about in South Melbourne.

Elements that the community value most about South Melbourne include:



Closeness to CBD and beach



Easy access to green and open spaces



Strong sense of community



South Melbourne Market



Character and heritage



Distinctive strip shopping

When asked about what they would improve about South Melbourne, the community provided the following suggestions:



Increasing greenery and open space to cater for current and future populations.



Improving the perceptions of community security and safety, especially feeling safe in public areas.



Transport: improving cycling and pedestrian infrastructure, lowering levels of traffic and congestion, and providing easier parking.



Appropriately managing development so it is of high quality, caters for a growing population, enhances South Melbourne's liveability, for current and future residents.



Enhancing access to local services, facilities and infrastructure.



Responding to climate change and improving the environmental sustainability of development and transport to maintain South Melbourne's future liveability.

How have we used your views and insights?

Your diverse views and insights have provided a crucial foundation for the South Melbourne Structure Plan and this Analysis and this paper.

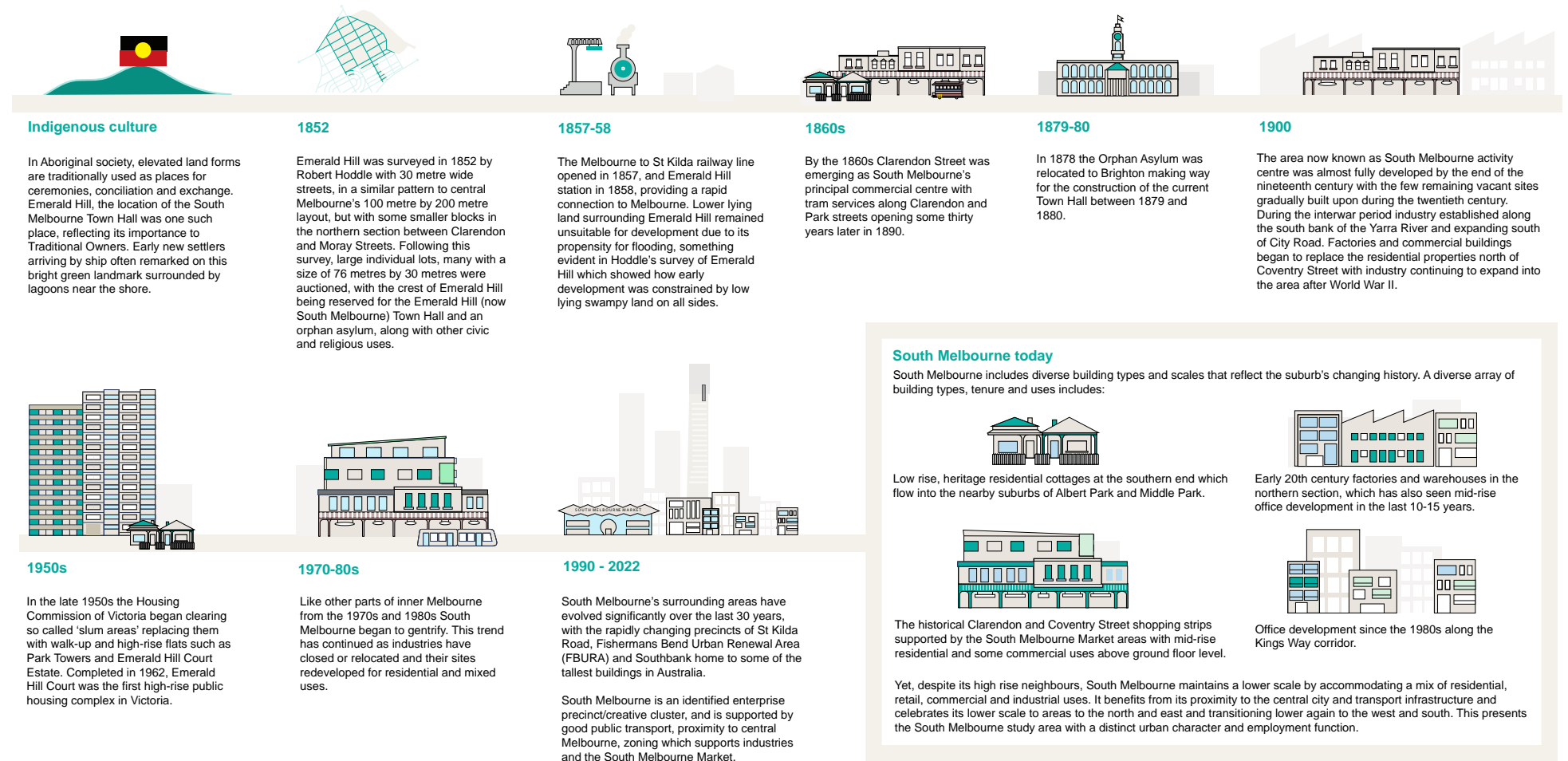
Your feedback has directly informed the draft vision, key directions and ideas in this paper. This rich feedback has helped us to understand how we can respond to the opportunities and challenges for South Melbourne you told us about. Equally, knowing what you value about South Melbourne has helped us understand what makes South Melbourne a great place and what we should take forward when planning for Future South Melbourne.

We will continue to seek your diverse views and insights and use them as a key input when preparing the South Melbourne Structure Plan. We will continue to report back on what we heard and how your feedback has informed the project.

What do we know about South Melbourne?

An evolving neighbourhood

South Melbourne has a distinct identity, varied character and mix of uses reflecting its evolution from a meeting place for Traditional Owners and then early colonial settlement, to a vibrant '10-minute' inner city neighbourhood within close proximity to the centre of Melbourne. This timeline shows the key periods of South Melbourne's development, highlighting how South Melbourne's form has been shaped by its underlying topography and flooding, location near the central city, industrial areas and transport infrastructure.



Key features of South Melbourne

South Melbourne's buildings are characteristic of a classical inner-city, mixed-use neighbourhood developed from the mid nineteenth century onwards. With a diversity of building types, architectural styles, and ages the activity centre supports a wide range of land uses including residential, retail, civic and community, commercial and office, light industrial, warehousing.

Concentrations of employment in creative industries such as game design, music, film, media, television, photography and other design disciplines can be found to the north-west and north-east of the study area. Given the substantial number of jobs in creative industries supported by South Melbourne and their crucial role in the local and regional economy, the Victorian Government has defined this part of South Melbourne as an 'enterprise precinct'. This enterprise precinct enjoys the broader benefits of the study area including close proximity to Melbourne's CBD and FBURA as well as good access to a skilled workforce and public transport services.

From the high point of Emerald Hill land slopes away in all directions, most sharply to the east of Clarendon Street towards Kings Way. The elevation of Emerald Hill is accentuated by the Town Hall Spire. Key landmarks throughout South Melbourne assist with wayfinding. Many of South Melbourne's buildings are of heritage significance, several of State importance, with decorated, visually rich architecture. Buildings such as Park Towers, the South Melbourne Market and South Melbourne Town Hall serve as important landmarks, also forming an important part of the community.

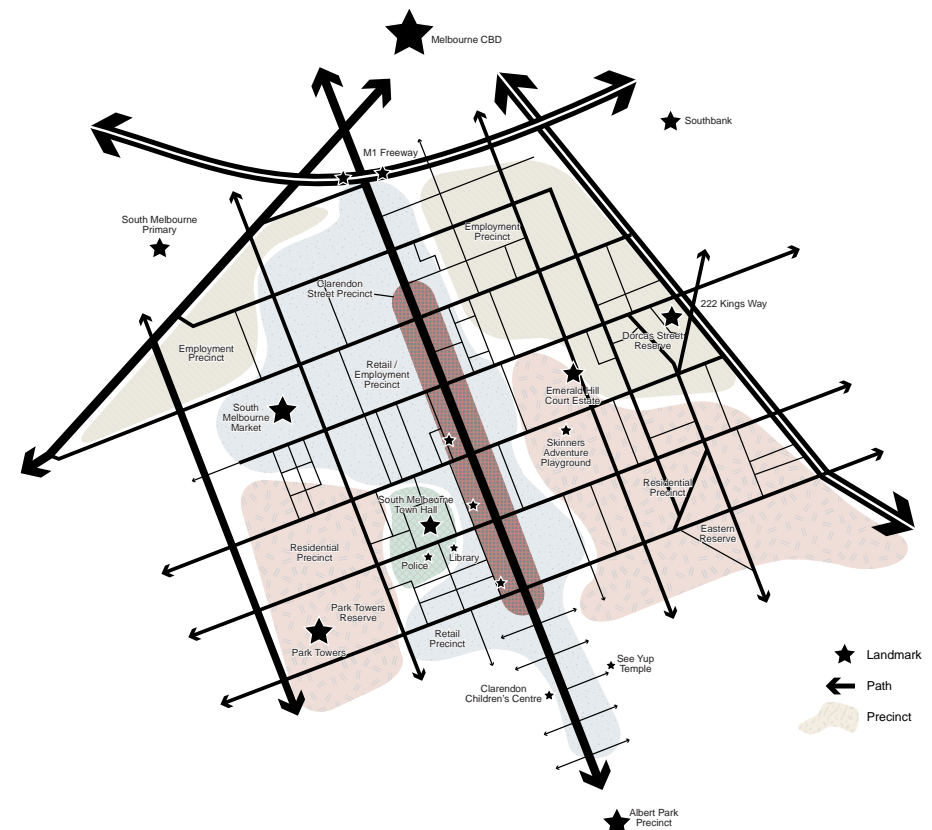
South Melbourne's highly permeable grid street network provides most sites with more than one frontage. Over time lots have been consolidated and subdivided into a varied pattern of smaller fine grain development and entire blocks built out as a larger single development. The size and proportion of individual lots varies from narrow fronted houses and shops, generally in the southern parts of the study area, through to larger industrial and commercial sites in the north and east.

The Study Area has a generally low-scale character with most of the area's buildings (80%) less than three storeys (15m) high and only about 20 buildings greater than four or more storeys (25m). Site coverage by buildings is high with many built to the boundaries, particularly in the industrial and commercial portions of the study area, resulting in few examples or opportunities for canopy trees within private properties. Some recent planning applications have sought approval for office buildings of 7 or more storeys.

South Melbourne's orderly grid of 30 metre wide streets is informed by and aligned to the Melbourne CBD's 'Hoddle Grid', creating distinct viewlines through the study area and beyond. Throughout the study area, a fine grain subdivision pattern predominates, intersected with a network of laneways, although there are some larger lots. The intimate scale of these laneways is an important contrast to the wide streets.

South Melbourne's regular street grid also provides clear, direct and legible options for all transport modes within and beyond the study area. Kings Way, Ferrars Street and the M1 Freeway provide direct access to road and freight networks. Tram services are located on Clarendon

Street, Eastern Road, Park Street and Kings Way, in addition to the 'light rail' tram parallel to Ferrars Street. These routes provide frequent connections to the centre of Melbourne and other local and metropolitan destinations.



South Melbourne is close to Melbourne's CBD and comprises a number of landmarks and precincts. Its gridded street network facilitates clear, direct and legible options for all transport modes within and beyond the study area.

Bus routes are located on Cecil Street, passing the South Melbourne Market, and along City Road. Cycle lanes or markings are provided on many of the streets within the centre, with separated lanes recently constructed along Moray Street and Cecil Street. These existing cycle lanes extend in all directions beyond the activity centre. The wide footpaths and relatively close intersection spacings provide a convenient, accessible and permeable network for pedestrians.

The Study Area is close to numerous parks, sports facilities and gardens including the Royal Botanic Gardens, 'The Tan' running track and Albert Park Sporting Precinct. However, within the Study Area itself, public spaces and parks tend to be smaller, despite playing an important function. With most buildings lacking front setbacks and open areas, the streetscape environment plays an important role in delivering the pedestrian amenity, tree canopy and day to day social environment. In the retail areas around the Market and Clarendon Street, the streetscape has an abundance of places for people to meet and relax in a safe, well-served space. However, as South Melbourne's employment areas grow, the streetscape will need to evolve in a way that meets public open space needs.

Overall, South Melbourne comprises several distinct precincts that are defined by common features around heritage, land use, building form.

What is happening in South Melbourne?

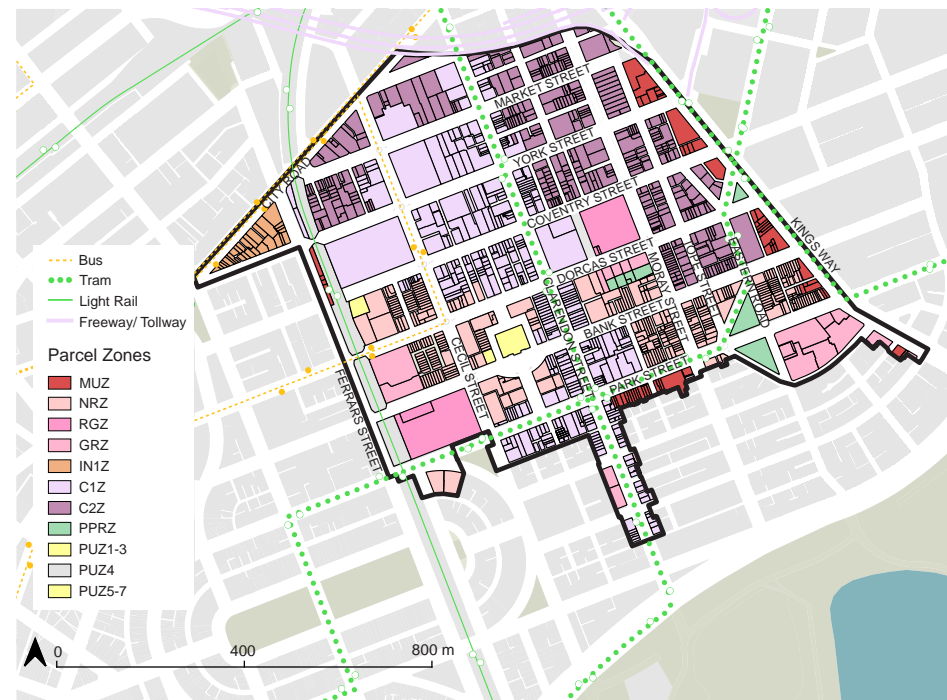
Land use and development

Land use and development is regulated by the planning provisions, zones and overlays in the Port Phillip Planning Scheme. A combination of commercial, residential, mixed use, industrial and public use zones are applied throughout the study area. These are complemented by other planning controls and policy addressing how buildings should be designed.

South Melbourne contains significant heritage precincts and places including Clarendon Street and the Town Hall, recognised by their inclusion in the Heritage Overlay to the Port Phillip Planning Scheme. South Melbourne's building scale is distinct to the adjoining precincts of Southbank, Docklands, Kings Way, St Kilda Road North and as planned for Fishermans Bend. Parts of the study area are included in the Special Building Overlay to ensure development in these areas respond to flood risk.

South Melbourne has a recognised creative cluster of industries. Home to 170 known creative business, the Victorian Government's Unlocking Enterprise in a Changing Economy Strategy 2018 identifies South Melbourne as an enterprise precinct, one of three key areas outside Melbourne's CBD to attract new businesses and investment.

As residential uses are prohibited in the Commercial 2 Zone, it protects creative industries and other industries from potential conflicts, enabling a higher degree of flexibility for business operations. South Melbourne's creative industries and other businesses benefit from proximity to the city, appropriate zoning, and varied building stock, courtesy of former industrial uses.



A combination of commercial, residential, mixed use, industrial and public use zones are applied throughout the study area.



South Melbourne contains significant heritage precincts and places included in the Heritage Overlay and the Victorian Heritage Register.

A limited number of residential developments have occurred in the study area in recent years. This contrasts with the surrounding areas of Fishermans Bend, Southbank and St Kilda Road where there is more development. Most development occurring within the study area is commercial offices, primarily in large developments. Recent and proposed developments will add capacity to the area to accommodate businesses and employees.

Co-working spaces are common in South Melbourne and are mostly located within new multi-storey commercial development. The predominance of micro and small professional businesses in South Melbourne, coupled with high commercial rents, underpins demand for flexible office space.

The State Government has recently announced that a new health and housing precinct will be established in South Melbourne, centred on the Emerald Hill Community Hospital on the corner of Dorcas and Moray Streets. It will provide a range of services for the local community.

What is happening around South Melbourne?

South Melbourne sits close to Melbourne's CBD, the beach, major recreational areas (for example, Albert Park Lake), other centres and attractions, including the Arts Precinct to the east. It has good access to many transport connections.

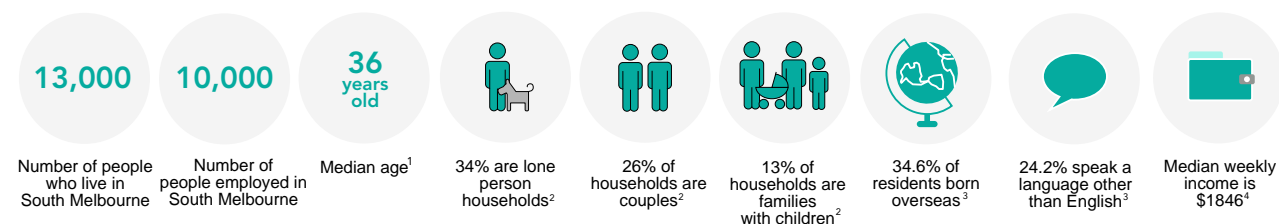
South Melbourne will benefit from the Metro Tunnel project, with the new ANZAC Station east of the study area to be completed by 2025, providing a new tram and train interchange. Upgrades to tram lines on Park and Clarendon Streets will follow, improving public transport services east of the study area. Importantly, these projects provide an opportunity for an integrated land use and urban design policy approach to strengthen linkages to Fishermans Bend.

To the west of the study area, Fishermans Bend Urban Renewal Area (FBURA). By 2050, it will be home to approximately 80,000 residents and provide employment for up to 80,000 people. It currently lacks clear pedestrian connections to the South Melbourne study area.

South of the study area is the planned Shrine to Sea project to create a boulevard connecting the Domain Gardens to Port Phillip Bay via Albert and Kerferd Roads. The Victorian Government announced \$13 million for this project's delivery as part of the 2017/18 Victorian budget.



Demographic snapshot

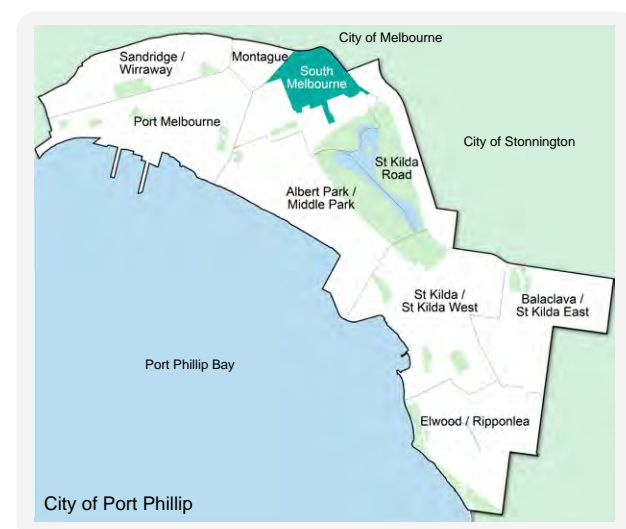


Key trends

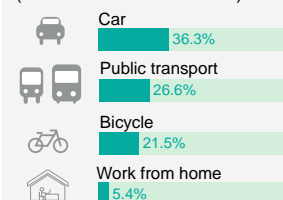
Given South Melbourne's strategic location near the Melbourne CBD, Docklands, ANZAC Station (under construction), St Kilda Road and Fishermans Bend; its strong heritage appeal; and commercially zoned land, it is expected there will be strong development demand in the area, which could lead to local population and job growth. This requires careful management of the role, function and operation of South Melbourne.

South Melbourne has a diverse community. In South Melbourne there is a higher proportion of lower income households compared with the municipal average, meanwhile the proportion of higher income households is just below the municipal average. South Melbourne has the highest proportion of social housing in the municipality, highlighting the important role South Melbourne has in providing a range of housing to meet the needs of different people and households.

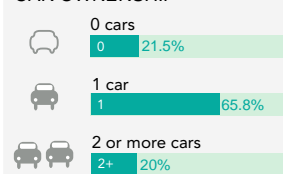
Despite commercial offices being the predominate development type in South Melbourne, the number of dwellings in South Melbourne is forecast to grow from 4,742 in 2016 to 7,004 in 2041, with the average household size falling from 2.02 to 1.94 by 2041. It is estimated that there will be demand for an additional 95,000 to 105,000 square metres of gross office floorspace and 21,000 square metres of retail floorspace between 2021 and 2041. In turn, from 2021 to 2041 the number of jobs in South Melbourne is projected to increase from 12,300 to between 16,600 and 21,600, an increase of between 4,300 and 9,300 jobs. The COVID-19 pandemic has slowed this growth in the short term, however it is expected the resident and worker population will continue to grow in the longer term as the local economy recovers.



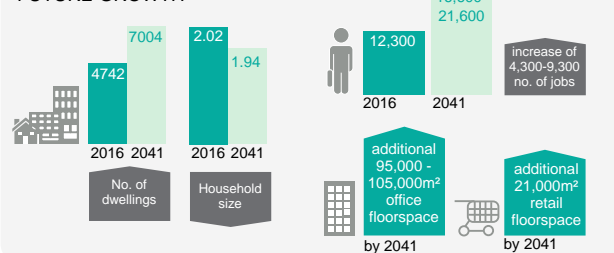
TRAVEL TO WORK (IN SOUTH MELBOURNE)



CAR OWNERSHIP



FUTURE GROWTH

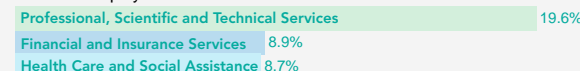


EMPLOYMENT

Top Employing Industries (number of jobs)



Resident Employment Sectors



Source: Community Profile ID Consulting 2016 Census and South Melbourne Employment, Economic and Land Use Study, Urban Enterprise, March 2022

- The same as both the City of Port Phillip and Greater Melbourne.
- Similar to municipal average. These proportions differ when looking at Greater Melbourne's household types, where 33% of households are couples with children, 23% are couples without children and 22% are lone person households.
- Figures higher than the municipal average.
- Slightly more than the median weekly household income for the municipality at \$1,836. In South Melbourne there is a higher proportion of higher income households (those earning \$2,500 per week or more) and a higher proportion of lower income households (those earning less than \$650) per week, and a lower proportion of households earning between \$650 to \$2,499 per week.

- Compared with 66.1% single dwellings, and 22.9% medium density development, and 10.1% high density development for Greater Melbourne.
- Compared with 24.5% of dwellings with 2 bedrooms or less, and 27.7% of dwellings with 4 or more bedrooms for Greater Melbourne.

South Melbourne: towards a 10-minute neighbourhood

As an established inner-urban area, South Melbourne is already a neighbourhood where people can live locally.

Under the Australian Urban Observatory, South Melbourne has a Liveability Index of 110.1, which is above the average rating for Greater Melbourne.

The Community Vision in the **Port Phillip Council Plan 2021–31** sets an ambition for the community where “visiting lively shopping and dining destinations or accessing public transport is all possible within a 10 to 15-minute walk from our neighbourhoods”.

To help us see how South Melbourne is currently functioning as a 10-minute neighbourhood, we’ve done an assessment of the study area against the attributes of a 20-minute neighbourhood outlined in the State Government’s **Plan Melbourne 2017–2050**. The 20-minute neighbourhood is all about ‘living locally’ – giving people the ability to meet most of their daily needs within a 20-minute return walk from home, with access to safe cycling and local transport options.

Work undertaken by the State Government and Heart Foundation identified that 20-minute neighbourhoods have the following hallmarks:

- Are safe, accessible and well connected for pedestrians and cyclists to optimise active transport;
- Offer high-quality public realm and open spaces;
- Provide services and destinations that support local living;
- Facilitate access to quality public transport that connects people to jobs and higher order services;
- Deliver housing/population at densities that make local services and transport viable; and
- Facilitate thriving local economies.

South Melbourne has many of these hallmarks to be a genuine neighbourhood where people can live locally.

Our assessment against the features of these neighbourhoods (shown in Figure 1) shows how South Melbourne is currently functioning as a 10-minute neighbourhood. It will be used to identify areas of improvement where the Structure Plan could focus to enable people to better live locally.



Features of a 20-Minute Neighbourhood, Department of Environment, Land, Water and Planning.

Feature of a 20-minute neighbourhood

Assessment  good  needs work  needs a lot of work

| | |
|--------------------------------------|---|
| Local shopping centres |  <p>What does this mean? Opportunities for people to meet regular shopping needs in their local area.</p> <p>How does the study area perform? South Melbourne includes a designated major activity centre. It contains 3 supermarkets and the South Melbourne Market, as well as multiple specialty shops.</p> <p>What changes could be made? Investigate opportunities to strengthen the local economy.</p> |
| Local health facilities and services |  <p>What does this mean? Opportunities for people to meet standard health needs in their local area.</p> <p>How does the study area perform? South Melbourne offers a variety of health services including general practitioners, dentists, maternal child health, pharmacies and allied health. Star Health offers a variety of services from its Coventry Street site and in partnership with the Department of Families, Fairness and Housing leads the South Melbourne Community Capacity Building Initiative. The area is within 3km of the Alfred Hospital. The Victorian Government's recent announcement to construct the Emerald Hill Community Hospital at the corner of Dorcas and Moray streets will provide a range of public health services including: general practice (GP), mental health and alcohol and other drug services, women's health services, child and family services, family safety and support services, palliative care services, chronic and complex disease management, and community allied health and rehabilitation support.</p> <p>What changes could be made? Encourage integration of health facilities and services into new development within the activity centre.</p> |
| Local schools |  <p>What does this mean? Opportunities for children to attend primary and secondary schools in their local area.</p> <p>How does the study area perform? South Melbourne is serviced by State primary and secondary schools that are located outside the study area, as well as Catholic and independent schools.</p> <p>What changes could be made? Investigate opportunities to improve accessibility for walking and bike riding to local schools.</p> |
| Lifelong learning opportunities |  <p>What does this mean? Opportunities for people to learn through different stages of life in their local area.</p> <p>How does the study area perform? The study area is serviced by multiple kindergartens, childcare centres and schools. The Emerald Hill Library is in the study area. Port Phillip Men's Shed is also in the area and the Port Phillip U3A is based nearby. There are some training colleges in South Melbourne and the area benefits from good access to a range of universities, TAFEs and private colleges in Melbourne CBD and surrounds.</p> <p>What changes could be made? Support retention of education and learning facilities in the area.</p> |
| Local playgrounds and parks |  <p>What does this mean? Opportunities for people to use parks and playgrounds in their local area.</p> <p>How does the study area perform? Council's Public Space Strategy Places for People identifies the need for two new small parks within the study area. Skinners Adventure Playground is a regional attraction but requires renewal. There are larger public open spaces in the surrounding area such as the Royal Botanic Gardens, Albert Park and Port Phillip Bay foreshore.</p> <p>What changes could be made? Investigate opportunities to deliver new open space north of Dorcas Street and to enhance existing parks. Investigate ways to improve accessibility to larger parks in the surrounding area.</p> |
| Green streets and spaces |  <p>What does this mean? Opportunities for people to benefit from green streets and spaces in their local area.</p> <p>How does the study area perform? The tree canopy cover in the area is inconsistent and averages less than 10%, making it susceptible to the urban heat island effect and climate change. There are trees along most streets, albeit at various stages of maturity and subject to conflicts with buildings and infrastructure.</p> <p>What changes could be made? Protect existing mature trees. Investigate opportunities to improve tree canopy cover and other greening initiatives.</p> |






Feature of a 20-minute neighbourhood

Assessment  good  needs work  needs a lot of work

| | |
|---------------------------------|---|
| Community gardens |  What does this mean? Opportunities for people to participate in community gardens and other food production in their local area. How does the study area perform? There are 3 community gardens within the study area and another nearby. What changes could be made? Identify opportunities to improve access to community gardens or other types of local food production. |
| Sport and recreation facilities |  What does this mean? Opportunities for people to participate in sport and recreation in their local area. How does the study area perform? There are limited sport and recreation facilities in the area, however there are several close to the area, including Melbourne Sports and Aquatic Centre, Albert Park Lake, South Melbourne Primary School, Albert Park Tennis Club and Albert Park Bowls Club. What changes could be made? Investigate opportunities for exercise and recreation within streets and parks. Enhance access to nearby sport and recreation facilities. Encourage new indoor sport and recreation facilities in the area. |
| Safe streets and spaces |  What does this mean? Opportunities for people to safely use streets and public spaces in their local area. How does the study area perform? The streets in the area are generally safe, particularly in busier areas, however, there are some perceptions in the community about some areas being unsafe, especially at night. There have been several vehicle accidents involving pedestrians in the last 5 years, focussed at some busier intersections. What changes could be made? Investigate appropriate strategies to improve the safety of streets and spaces, including street crossings, activation and lighting. |
| Affordable housing options |  What does this mean? Opportunities for people of all socioeconomic situations to afford housing in their local area. How does the study area perform? Approximately half of households in the bottom 40% of household incomes experience housing affordability stress (compared to 38% in Greater Melbourne). South Melbourne has a higher proportion of public housing compared to other areas of Port Phillip and the Greater Melbourne region. What changes could be made? Investigate planning mechanisms to help deliver community and affordable housing. Advocate for and seek opportunities to work with housing authorities and providers to maintain, improve and increase the provision of public and community housing. |
| Ability to age in place |  What does this mean? Opportunities for residents to remain living in the local area as they age, considering housing choice and access to shopping, services and social opportunities. How does the study area perform? The proportion of South Melbourne's population aged 60 and over is generally in line with that of Greater Melbourne (18.2%). The area contains a diversity of housing, local shopping and services and public transport to support older residents. Accessibility may be limited along streets and to existing buildings and public transport. Housing affordability is of concern (see above). What changes could be made? Investigate ways to enhance accessibility of streets, buildings and public transport. |
| Housing diversity |  What does this mean? Opportunities for a range of housing to meet the needs of different people and households. How does the study area perform? South Melbourne contains a good diversity of housing, in type, size and tenure. Most dwellings are in medium- or high-density housing, with relatively few separate houses. There is a higher than average proportion of smaller dwellings (2 bedrooms or less) There is a mix of private, community and public housing in the area. What changes could be made? Maintain diversity of housing in the area and ensure future development provides a diversity of dwelling types and sizes that are accessible to all residents. |

Feature of a 20-minute neighbourhood

Assessment  good  needs work  needs a lot of work

| | |
|---|--|
| Walkability |  <p>What does this mean? The ease of walking in a local area, considering destinations, population density and accessibility.</p> <p>How does the study area perform? South Melbourne has a Walkability for Transport Index of 7.4, which is in the 99th percentile for Greater Melbourne (Australian Urban Observatory). There are multiple destinations in the area, a high population density and very good street connectivity. Street crossings generally perform well; however, accessibility is impacted in areas by substandard pathways, reduced comfort and perceptions of safety.</p> <p>What changes could be made? Investigate ways to enhance accessibility of streets, including improved pathways, safety and comfort.</p> |
| Safe cycling networks |  <p>What does this mean? The ease of bike riding within the local area and to surrounding areas, for commuting to work, accessing local services and recreation.</p> <p>How does the study area perform? Bicycle use is generally high within the study area, with a focus on commuter trips. There are multiple dedicated north-south bike routes through the area. Council's Move, Connect, Live Integrated Transport Strategy identifies the need for an east-west cycling connection between the future ANZAC Station to Moray Street and along Dorcas Street towards Port Melbourne, as well as the Fishermans Bend Urban Renewal Area.</p> <p>What changes could be made? Investigate the delivery of an east-west bike link via Dorcas Street. Enhance provision for bike share facilities.</p> |
| Local public transport |  <p>What does this mean? The ease of travel within the area by public transport.</p> <p>How does the study area perform? The local area is well serviced by multiple tram and bus routes, as well as community buses. Accessibility of tram and bus stops requires improvement.</p> <p>What changes could be made? Advocate for and seek opportunities to work with transport authorities to improve the accessibility of tram and bus stops. Enhance provision for alternative transport options such as car share and taxis.</p> |
| Well connected to public transport, jobs and services within the region |  <p>What does this mean? Opportunities for people to travel from the area to jobs and services by public transport.</p> <p>How does the study area perform? South Melbourne is well-connected to the City of Melbourne, including the CBD, Southbank, Docklands, the St Kilda Road corridor, as well as emerging employment areas of the Fishermans Bend Urban Renewal Area. Most of the study area is within 200 metres of a public transport stop that provides direct access to employment areas. Main roads servicing the area (including the West Gate Freeway, Kings Way and City Road) provide direct access to wider road and freight networks.</p> <p>What changes could be made? Advocate and seek opportunities to work with transport authorities to improve the accessibility of tram and bus stops. Enhance provision for alternative transport options such as car share and taxis.</p> |
| Local employment opportunities |  <p>What does this mean? Opportunities for people to work in the same area as they live.</p> <p>How does the study area perform? South Melbourne includes a designated major activity centre and enterprise precinct, providing a wide range of local job opportunities. There are more than 10,000 jobs in the area (according to the 2016 Census). There are strong employment opportunities across most sectors, particularly professional services, hospitality and retail. South Melbourne has a specialisation in creative industries.</p> <p>What changes could be made? Protect local employment areas from incompatible uses and external pressures. Retain diversity of tenancy types and sizes. Investigate opportunities to further strengthen and diversify the employment base in and surrounding South Melbourne.</p> |

Vision for South Melbourne

Recognised as a traditional gathering place for First Nations, South Melbourne continues to be one of Melbourne's great social hubs and dynamic economies. People from all backgrounds are welcome to live, work and visit this vibrant, liveable and diverse community.

The network of walkable, green streets and comfortable public spaces, combined with valued heritage places and attractive buildings, provide a variety of memorable destinations, productive businesses, creative industries and local services.

South Melbourne is a unique blend of the past and present – and is always looking to the future.



Key Directions

The following key directions focus the priorities on how the structure plan will help deliver the vision for South Melbourne and the key matters the structure plan will address to respond to identified issues and capitalise on identified opportunities.



Quality Places

South Melbourne is a distinctive neighbourhood that is home to a cluster of diverse places and destinations that provide for all people, such as the South Melbourne Market, vibrant shopping along Clarendon and Coventry Streets, pubs, cafes and entertainment, Emerald Hill heritage area, cultural and community hubs, local parks, enterprise areas and creative enterprises. The South Melbourne Structure Plan will seek to ensure that the evolution of the area builds upon the existing foundations and strengths of the area. This includes enhancing the area's reputation as one of Melbourne's cultural, creative and market hubs. The Structure Plan will support a flourishing economy where local businesses thrive and capitalise on the amenity and accessibility of the area and its proximity to the Melbourne Central City and major attractions. The Structure Plan will explore innovative ways to support South Melbourne as a flourishing and attractive major activity centre and enterprise precinct with diverse employment and housing choice.

The Structure Plan will continue to protect and enhance the heritage buildings and places and valued character of South Melbourne. We will seek to work alongside Traditional Owners to better understand and incorporate the rich indigenous cultural heritage of the area.

The Structure Plan will provide ways to create places that are green, cool, comfortable, safe and inviting. Opportunities will be identified to reconfigure streets for improved public amenity and urban greening. It will identify ways to improve existing local parks and public spaces, as well as creating opportunities for potential new parks north of Dorcas Street. The pedestrian experience will be a priority, seeking ways to create a more accessible neighborhood, which will in turn mean we are helping to reduce greenhouse gas emissions within our city.



Quality Buildings

The South Melbourne Structure Plan will ensure that future development and change is well-managed and meets the needs of the community.

It will ensure that future development is contextually responsive and demonstrates best practice design. There will be a focus on ensuring positive contributions to the amenity and life of the public realm. Development will respect heritage places and adaptive reuse of heritage buildings will be supported. The Structure Plan will ensure that development achieves sustainability and climate resilience requirements. We will ensure that infrastructure and services can accommodate increased and changing demands.

Planning controls will be reviewed and updated to improve clarity and consistency.



Quality Experiences

The South Melbourne Structure Plan will focus on strengthening the valued qualities of the area that make South Melbourne a memorable experience to live, work and visit. South Melbourne is a place for all members of the community, where people feel supported and comfortable being themselves and expressing their identities.

These qualities include:

- A strong culture.
- A diverse economy and offerings.
- An array of public and private transport choices.
- Places that are welcoming and safe for our diverse community.
- A diversity of land uses and activities that meet the needs of all people, including housing, employment, active living and social connections.
- High quality and high amenity public spaces and streets that supports the wellbeing of our community.

The Structure Plan will help the community be resilient to climate change, including reducing reliance on fossil fuels and managing the urban heat island effect and extreme weather events.

The function of the transport and movement network will be maintained while providing a focus on:

- Enhanced accessibility for all people within the area, particularly on key streets and between key destinations.
- Improving the connectivity of and safety of the cycling network.
- Improving access to public transport for all users.
- Enhancing connections to the surrounding area, particularly to Southbank, Domain, the Fishermans Bend Urban Renewal Area, Arts Precinct, Botanic Gardens / Shrine of Remembrance, Albert Park, Port Phillip Bay and the new ANZAC Station.




Ideas for South Melbourne

This section sets out a series of ideas or potential initiatives the structure plan could investigate to deliver on the above key directions, respond to identified issues and capitalise on identified opportunities. The purpose of these ideas is to test possible outcomes early in the planning process.

Each idea is linked to one of the key directions. They use various levers to effect change, such as planning policy, capital works, programs or advocacy to State Government.

When reading this section, we'd like you to tell us:

- How important is each idea and why?
- How could we improve these ideas, so they are more achievable?
- Are we missing any ideas? Should we be investigating something else?

| | Key Direction | | |
|--|--|---|---|
| |  Quality Places |  Quality Buildings |  Quality Experiences |
| Idea 1: Options for providing new parks | | | |
| Idea 2: Maximise tree canopy cover | | | |
| Idea 3: Protect employment areas | | | |
| Idea 4: Embracing creative industries | | | |
| Idea 5: Expanded South Melbourne Market economy | | | |
| Idea 6: More efficient road spaces | | | |
| Idea 7: Streets for people | | | |
| Idea 8: Emerald Hill cultural gathering space | | | |
| Idea 9: Integrated public housing estates | | | |
| Idea 10: Protecting character | | | |
| Idea 11: Approach to new buildings | | | |
| Idea 12: Flood-responsive development | | | |
| Idea 13: Sunlight to public spaces | | | |
| Idea 14: More accessible tram stops | | | |
| Idea 15: Connections beyond the boundary | | | |
| Idea 16: Kings Way interface | | | |



Idea 1: Options for providing new parks

What would this idea do?

South Melbourne is close to great parks and open spaces such as St Vincent's Gardens, the Royal Botanic Gardens / Kings Domain, Albert Park and Port Phillip Bay.

There are, however, only a few public open spaces within the study area for local residents and workers to enjoy. Council's Places for People: Public Space Strategy 2022-32 identifies the need for new open spaces within the study, particularly north of Dorcas Street.

There are different ways that Council could explore to secure land for new parks, including:

- Land purchase
- Road closure
- Underused government land
- Development incentives.

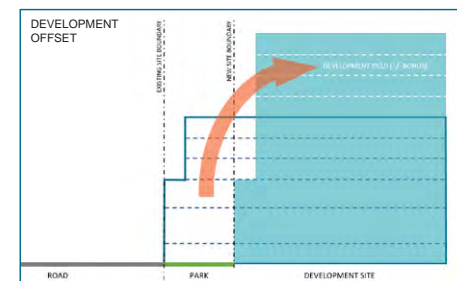
The Public Space Strategy sets out the criteria we'll use to assess the suitability of possible locations for new public open spaces in the area.

Why is this idea important?

The South Melbourne community values its varied green open spaces, as well as its connection to larger parks and gardens. Public open space in inner urban areas like South Melbourne are important for the health and wellbeing of people. They provide numerous benefits including opportunities to socialise and for recreation and to connect with nature. Parks are important to how attractive and welcoming a place is to residents, workers and visitors.



Council's Places for People: Public Space Strategy 2022-32 identifies the need for new open spaces within the study, particularly north of Dorcas Street.



There are different ways that Council could explore to secure land for new parks.



Idea 2: Maximise tree canopy cover

What would this idea do?

Much of South Melbourne has low tree canopy coverage – some areas less than 10%. This is mostly because of the way buildings have been built to cover most of their sites and the large proportion of sealed areas on streets.

This idea seeks to increase tree canopy coverage in the area by investigating opportunities to plant more trees and to provide conditions where they will grow to maturity.

Planning policies and urban design interventions may be required to achieve optimal tree canopy coverage and thermal comfort in South Melbourne.

It also builds on work assessing the comfort of streets in South Melbourne and Cooling South Melbourne research undertaken in 2020 with the University of New South Wales investigating how different interventions could improve South Melbourne's climate resilience.

We will also consider any changes needed to planning requirements or street designs to protect existing trees that contribute to local environment and amenity.

Why is this idea important?

South Melbourne's trees are valued by the community, yet people suggested there are opportunities to increase greenery and plant more trees to improve liveability, amenity in the public realm in South Melbourne.

The current amount of tree canopy cover is much less than the 28% coverage being sought by the Victorian Government by 2050 for inner areas of Melbourne.

Urban heat islands happen when an area has hard, sealed surfaces and less green infrastructure (such as tree canopy, vegetation, and waterways). This is because hard surfaces absorb, store and radiate heat, while green infrastructure reflects heat, provides shade, and releases water into the atmosphere.

Impacts of the urban heat island effect are increasing the heat-related effects of climate change in urban areas. This makes increased temperatures and extreme hot weather events more severe and difficult to manage.

Maximising tree canopy and other urban greening initiatives is also important to:

- Provide comfortable and attractive streets for people, which encourages walking and lingering in the area
- Provide health benefits through connection to nature
- Provide habitat for wildlife
- Help reduce flooding by absorbing water.

More trees will also enhance the amenity and attractiveness of the area. People like to move and be beneath them and tree-lined streets would be more desirable to businesses.



Normalised Difference Vegetation Index (NDVI)

NDVI measures the ratio of the reflective difference in the red and near-infrared portions of the spectrum to the sum of red and near-infrared reflectance.

Green, healthy vegetation reflects light in the near-infrared portion of the spectrum and absorbs red light. NDVI ranges from values of 1.0 to -1.0 where larger, positive values indicate green vegetation.



Idea 3: Protect employment areas

What would this idea do?

To maintain the broad range of businesses and industries located in South Melbourne that contribute to its economy of local and regional significance, this idea investigates how to encourage affordable workspaces, grow the creative economy and better integrate with the South Melbourne Market. This idea will leverage the opportunities presented by new projects like the future ANZAC Station to enhance South Melbourne's economic specialisation in sectors such as media and communications and commercial and digital design.

The Victorian Government identifies South Melbourne as an 'enterprise precinct', recognising the substantial number of jobs in South Melbourne and their crucial role in the local and regional economy. An analysis by the Victorian Government found that South Melbourne has most of the factors driving the success of enterprise precincts. It scores high for 'critical mass', 'quality of place and urban amenity', 'accessibility' and 'infrastructure, and scores medium for 'competitive advantage', 'anchor institutes' and 'collaboration'. It only scores low for 'affordability'. We will explore how the Structure Plan can help protect and improve performance in these factors.

Why is this idea important?

South Melbourne provides over 10,000 jobs, adding \$1.28 billion of value to the economy. An inner-city neighbourhood, surrounded by mixes of uses and high levels of amenity, South Melbourne is already an attractive business destination.

Protecting South Melbourne's ability to support a diverse range of jobs, including creative industries and others not necessarily compatible with residential uses, is crucial, especially as South Melbourne recovers from the COVID-19 pandemic. As the Commercial 2 Zone and Industrial 1 Zone prohibit residential uses (unless subject to existing use rights), maintaining the existing zoning can achieve this outcome and would provide a substantial point of difference with other employment areas, including the adjacent Montague precinct in the Fishermans Bend Urban Renewal Area.

As the only substantial area of employment-only zoning in the municipality, the ongoing business role of the employment areas zoned Commercial 2 and Industrial is of high economic importance to the City and should be protected and enhanced. Retail, office and studios are the most common uses in this area with many former industrial premises converted for use as offices, showrooms and/or studios for media production and other creative industries.

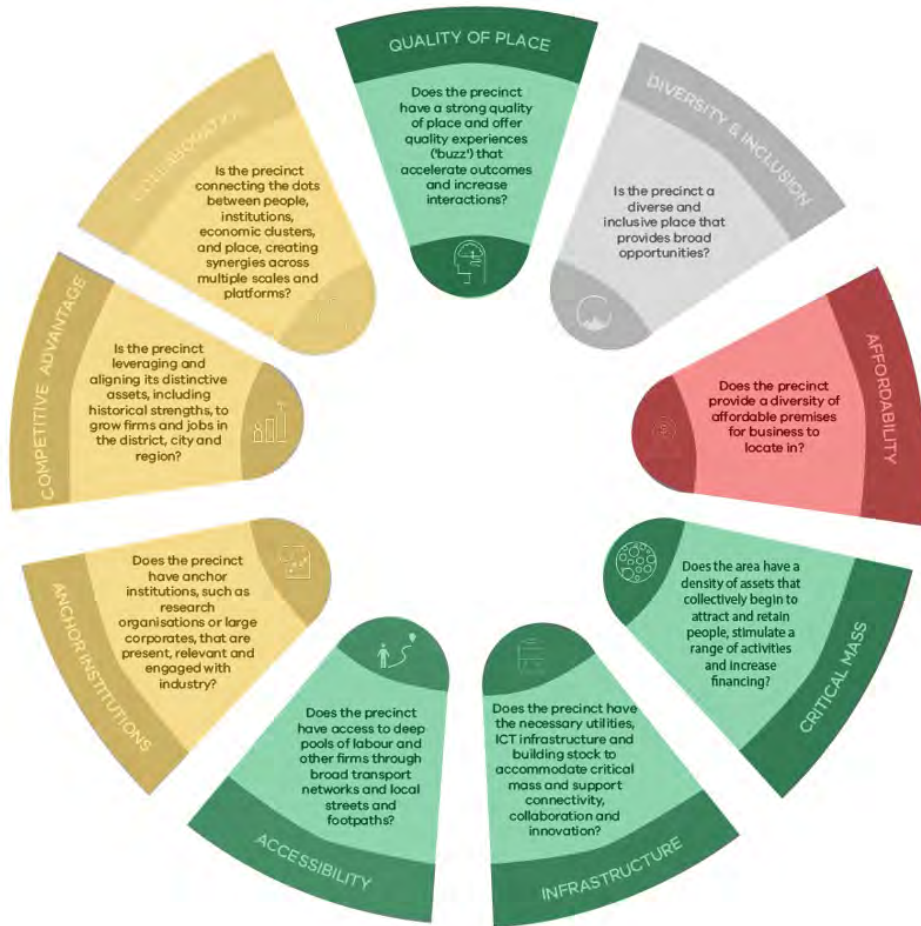
These zones also provide greater flexibility for businesses operating in these areas, especially those with irregular operating hours such as live music venues. They also help retain small industries needed to service the local community.

Maintaining South Melbourne's distinct mid-scale character, enhancing its amenity and exploring opportunities to activate laneways and smaller streets will also provide a key point of difference with Montague, which is expected to experience higher densities. This will ensure South Melbourne maintains a strong quality of place and leverage its strengths to grow business that make a local and regional contribution to Victoria's economy.

In doing so, South Melbourne will continue to draw upon its strengths, supporting a flourishing economy where local businesses thrive. This benefit will be amplified by leveraging opportunities associated with the future ANZAC Station, as it will improve access to South Melbourne, in turn extending South Melbourne's regional employment catchment.



Zones in the Study Area that facilitate employment uses.



An assessment of South Melbourne against the Victorian Government's analysis of factors driving the success of enterprise precincts (Department of Environment, Land, Water and Planning).

● good ● needs work ● needs a lot of work ● not assessed





Idea 4: Embracing creative industries

What would this idea do?

The **Art and Soul Creative and Prosperous City Strategy 2018–22** outlines the cultural change and collaborative actions required across a range of Council services, including arts, culture and heritage, economic development and tourism, festivals, libraries, markets, city planning and urban design, to create a thriving social, cultural and economic future for the City of Port Phillip.

Building on the directions in Art and Soul and on South Melbourne's specialisation in creative industries, this idea would explore how the City could better support creative industries within South Melbourne. This includes investigating opportunities to establish a live music precinct within South Melbourne and consolidating Port Phillip's reputation as a creative industries hub.

Why is this idea important?

South Melbourne is known for having a high specialisation in creative industries, with the Victorian Government recognising this specialisation by designating South Melbourne as an 'enterprise precinct'.

Maintaining this specialisation is critical for South Melbourne's economy, particularly given uncertainties created by COVID-19 and other events.

Establishing live music precincts in South Melbourne will support the community's economic recovery as well as attracting more activity to South Melbourne.



South Melbourne is known for having a high specialisation in creative industries, making an important contribution to the community and economy.



Idea 5: Expanded South Melbourne Market economy

What would this idea do?

We will investigate how to leverage the strength of the South Melbourne Market to provide greater benefit for the whole area. We will seek to enrich and broaden the visitor experience so that the Market is only one of the amazing destinations in South Melbourne. People will be encouraged to stay in the area for longer to enjoy the many offerings and diverse culture.

There may also be opportunities to facilitate a cluster of businesses in the nearby enterprise precinct that support or are supported by the Market.

Why is this idea important?

South Melbourne Market is one of the major drawcards to the area. Since 1867, South Melbourne Market has been a treasured inner-city landmark and a favourite amongst locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share and connect.

The graphic on the right summarises the benefits to the community generated by the South Melbourne Market. Although the COVID-19 pandemic has affected people being able to access the Market, visitation is at least 4 million people per year (peaking at 5.6 million 2018-19).



South Melbourne Market is a treasured inner-city landmark and a favourite amongst locals and visitors.



Idea 6: More efficient road spaces

What would this idea do?

The main street grid in South Melbourne is 30 metres wide, which is the same width as streets in Melbourne's CBD.

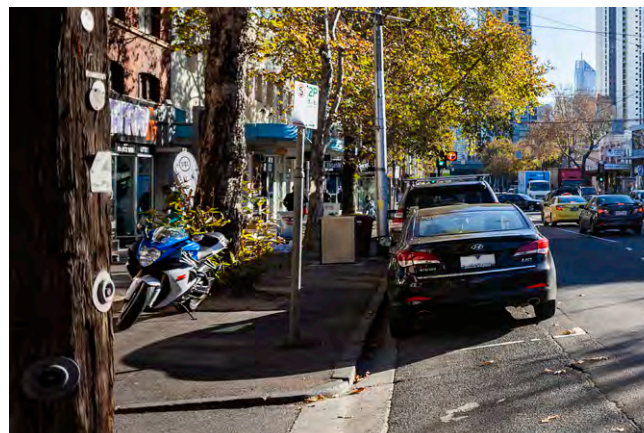
We will explore opportunities to improve the use of street space to provide for more activities and improvements, such as wider footpaths, space for street trees, bike lanes and short-term parking for deliveries and pick-up/drop-off. As part of this work, we will seek to ensure the function and accessibility of the area is maintained and there is minimal loss of on-street car parking.

Why is this idea important?

Road reserves are wide in South Melbourne and there are competing demands to improve how roads are used for vehicles and other street uses (cycling, open space, trees for urban heat island effect mitigation). This idea responds to concerns about traffic and movement in South Melbourne, along with seating space for trees to increase canopy cover and open space. It would support outcomes in Council's Move, Connect, Live: Integrated Transport Strategy 2018-28, such as providing safe, connected and convenient active transport choices and delivering projects like a bike link through Dorcas Street to address existing bicycle network gaps. Spaces with high amenity are essential to attracting and diversifying employment generating uses.



Road reserves are wide in South Melbourne.





Idea 7: Streets for people

What would this idea do?

You told us that South Melbourne wide, leafy streets are something that you value. This idea allows for streets that are comfortable, delightful and safe.

Importantly, this idea could facilitate a network of priority pedestrian streets that are a higher standard, ensuring accessibility for everyone:

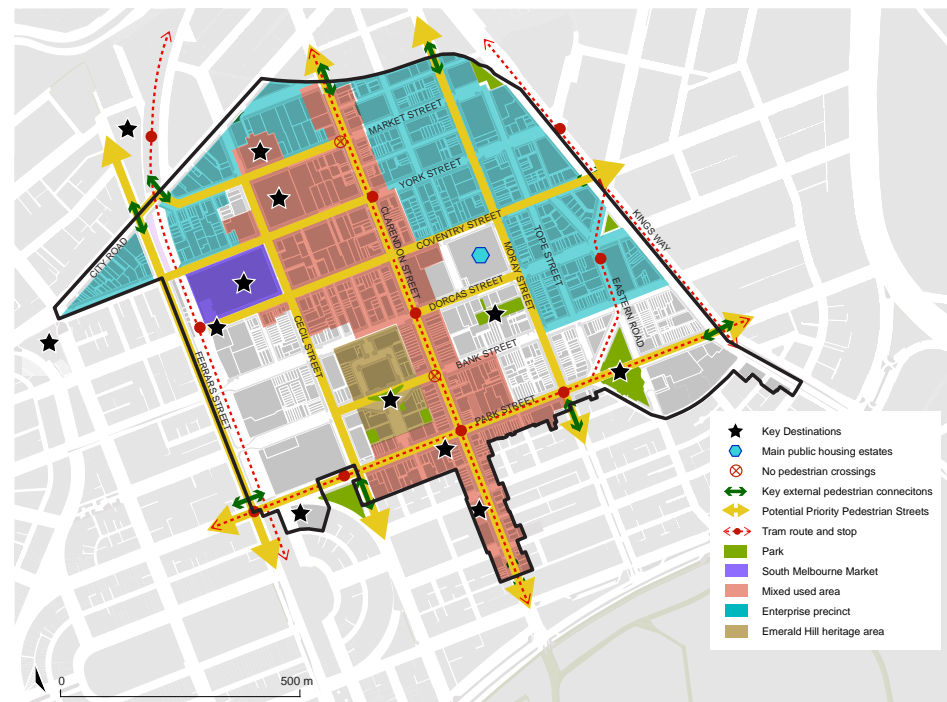
- Equitable access, for example by providing smooth crossings across bluestone laneways
- Safety, for example by improving lighting, visibility, traffic calming at crossings)
- High amenity, for example improving shade, shelter and wayfinding, along with providing more resting benches.

Why is this idea important?

Streets are South Melbourne's predominant public space and comprise nearly half of all its land. Good streets are essential for vibrant and sustainable communities. Reducing vehicle conflict points with pedestrian areas and limiting new crossovers on streets and removing redundant crossovers will prioritise high amenity, safety and comfort for pedestrians.

South Melbourne's gridded street network facilitates connections between key destinations. By prioritising key pedestrian streets, the community will know these streets provide a high level of accessibility for all user groups, advancing the achievement of a 10-minute neighbourhood for South Melbourne. In doing so, streets for people can:

- Support health and wellbeing (including social inclusion and exercise) and sustainability
- Encourage the community to make less trips using private vehicles
- Enable a walkable community for all people regardless of age or ability
- Provide a network of 'amenity pockets', providing opportunities for rest and social interaction.



The structure plan could facilitate a network of priority pedestrian streets that are accessible for everyone.



Examples of elements that can help a growing community.





Idea 8: Emerald Hill cultural gathering space

What would this idea do?

An Emerald Hill cultural gathering space would cement South Melbourne's role as a social hub, recognising that Emerald Hill was traditionally a meeting place for First Nations people. Reimagining and expanding the existing Town Hall Reserve and anchored by the Town Hall, library and police station, the cultural gathering space provides a space to learn about South Melbourne's past, connect with the community and reflect on what makes South Melbourne a great place.

Should the construction of a new police station in Moray Street proceed, there is an opportunity to investigate the future use of the current South Melbourne Police Station in Bank Street.

Why is this idea important?

The higher ground of Emerald Hill, which is now the site of South Melbourne Town Hall, was used as a place for First Nations people to engage in ceremonies.

This idea represents an opportunity to contribute to greater recognition of the rich First Nations history of the area. Previous engagement indicated opportunities to better recognise South Melbourne's First Nations history and investigate how the provision of gathering spaces in South Melbourne could be improved.

This area continues to serve a 'civic' function. As there are limited opportunities to expand the size of the Emerald Hill Library, the current South Melbourne Police Station could overcome this limitation and increase the provision of gathering spaces in South Melbourne. In doing so, a cultural gathering space could also provide greater opportunities for creative industries to become further enmeshed in South Melbourne's community.



A potential Emerald Hill cultural gathering space would provide opportunities to better recognise the rich First Nations History of South Melbourne and surrounds.



South Melbourne Town Hall Reserve



The higher ground of Emerald Hill, which is now the site of South Melbourne Town Hall, was used as a place for First Nations people to engage in ceremonies.





Idea 9: Integrated public housing

What would this idea do?

Engaging with the State Government, estate residents and other stakeholders, this idea would explore opportunities to improve the integration of South Melbourne's public housing sites with the community.

Council is working with Homes Victoria to develop a master plan for the Emerald Hill Court precinct, which will include a new community hospital and social housing.

Council will also take a proactive role providing input into any plans to renew any other public housing sites in South Melbourne.

Why is this idea important?

South Melbourne's public housing estates are an important part of the community. Relative to other parts of the City, South Melbourne has a higher proportion of social housing. Therefore, it is important that the structure plan consider the contribution of social housing to South Melbourne's vibrant, diverse and welcoming community, and to ensure that South Melbourne provides as many opportunities as possible for all people to afford housing in their local area.



The mural of long-time resident, Joan Maxwell, honours her incredible devotion to the community since she arrived at Emerald Hill Court back in the early 1960s.



Park Towers



Emerald Hill Court



Idea 10: Protecting character

What would this idea do?

Preserving the valued urban character of South Melbourne is critical.

Urban character is the relationship between buildings, public space, vegetation, topography, history and culture. Urban character analysis identifies key elements that 'make' a place distinctive. The key elements for South Melbourne have been identified from detailed analysis of the existing buildings, spaces and movement networks within the study area. It is informed by the built environment, but also an area's history, culture and traditions.

Urban character descriptions will be developed for sub-precincts within South Melbourne. Defining these character areas will ensure new development makes a positive contribution to an area's urban character, protecting and building on its valued qualities.

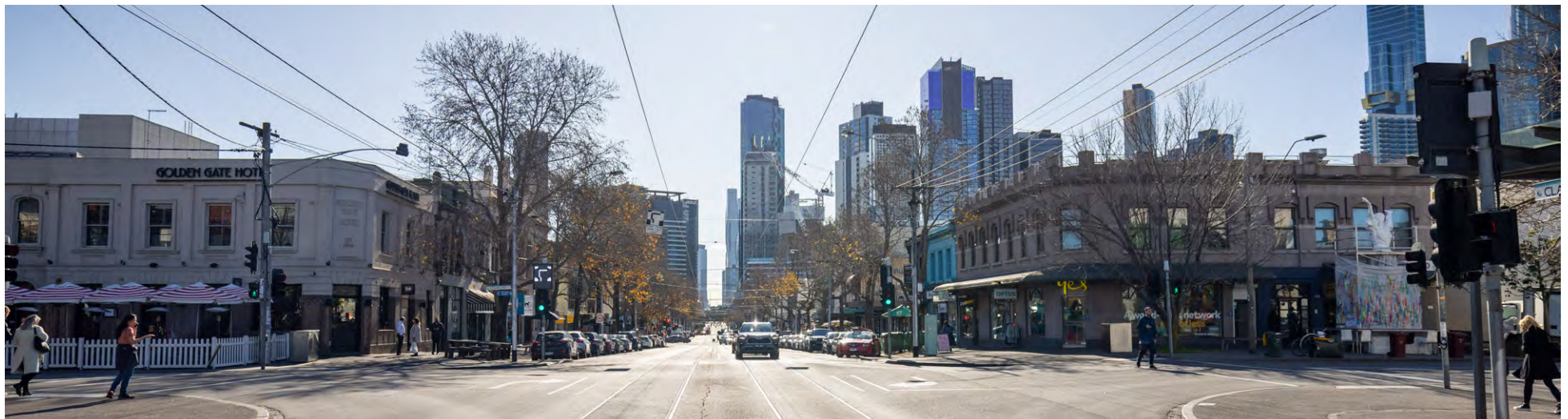
Why is this idea important?

The urban character analysis for South Melbourne will be one of the inputs used to identify which key elements should be protected and enhanced, as South Melbourne continues to evolve.

Defining South Melbourne's character areas will start to identify which areas are likely to change, and which are not.

This will also ensure that South Melbourne retains a diversity of buildings and experiences, encouraging new development in appropriate areas whilst also protecting valued heritage buildings and character areas from inappropriate development.

For South Melbourne, defining character areas is particularly important as more development occurs in the areas around it, including the City of Melbourne, Southbank, Montague precinct and broader Fishermans Bend Urban Renewal Area, the Domain precinct and along St Kilda Road.





Apartment building



Victorian weatherboard cottage



Victorian terrace housing



Late 20th century light industrial



Contemporary commercial infill



Victorian retail terrace



Civic building- SM Town Hall



Late 20 century office building



Victorian hotel



Large format commercial building



Victorian retail



Civic building- SM Town Hall



Victorian terrace housing



Victorian worker's cottages



Commercial infill building



Victorian Neo-gothic commercial



Spanish mission- Civic building



Victorian corner shop



South Melbourne Market



Mixed use SOHO building

The diversity of South Melbourne's buildings provides a mix of scales, tenure and land uses including housing, employment and retail.



Idea 11: Approach to new buildings

What would this idea do?

This idea outlines our approach to how new buildings should be designed to ensure they contribute positively to the character and life of South Melbourne.

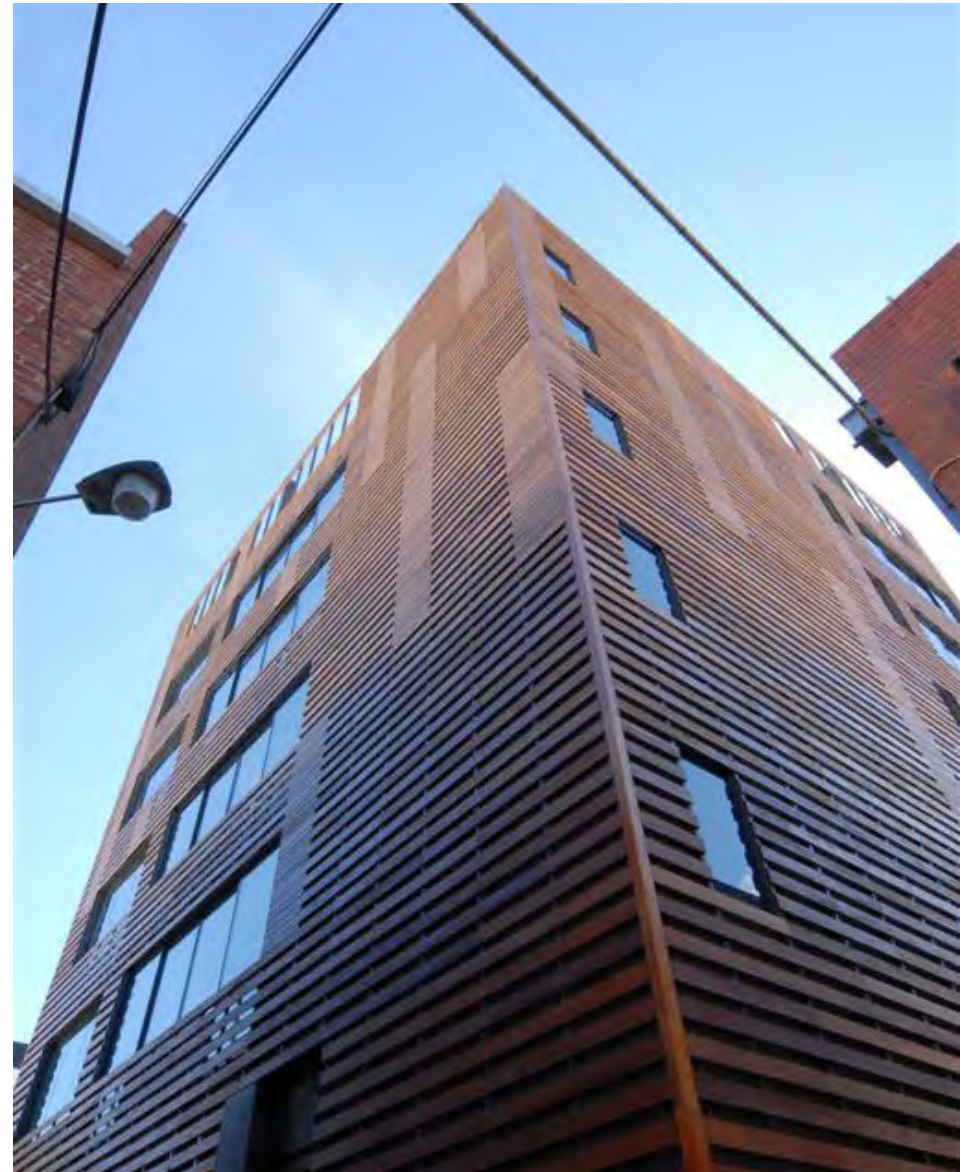
We are not proposing large-scale changes to the scale of development that is allowed in current planning controls and that has emerged over the last 15 years. The scale of development will continue to be influenced by factors such as existing lot sizes and heritage protection.

Our approach is making refinements to ensure South Melbourne continues to function as a Major Activity Centre and Enterprise Precinct, improve building efficiency and help meet the needs of the community into the future.

Why is this idea important?

The current built form requirements (mostly in DDO8) were prepared in 2007. Assessment of development over the last 15 years has provided lessons on how the outcomes these requirements have delivered. There are also new approaches to determining how new buildings should be designed.

This approach to new buildings will guide the preparation of new planning requirements for future development in South Melbourne. It will contribute to enhancing South Melbourne's attractiveness as both a place to live and a place to work, providing a key point of difference compared with other inner-urban areas.



Our principles for the design of new buildings are to:

Proposed general principles for new buildings include:



Protect/enhance **key views** to the major civic landmarks to assist way finding and strengthen place identity.



Protect and enhance **heritage and character buildings**.



Facilitate more **human centred, sustainable, adaptable, high quality and efficient buildings**.



Provide flexibility for **contextually responsive high-quality architecture** that contributes positively to the area's character.



Continue to maintain South Melbourne's **human scale** with a 2–3-storey **street wall**. This characteristic helps shape the urban character people think of when they visit South Melbourne.



Emphasise **street corners** by ensuring new buildings address all street frontages and emphasise their corner location with activated lower floors, chamfered corners and/or increased ornamentation.

More specific outcomes include:



Retain mid-rise character: Ensure a transition in scale from the higher rise development adjoining the precinct to the lower scale residential heritage precincts. Continued protection of South Melbourne's distinctive urban character will maintain its point of difference, attractiveness and liveability.



Provide contextual response to height: Ensure building height is appropriate for the site, the desired character and limits its off-site amenity impacts. Height and setback controls should accommodate a range of development opportunities within South Melbourne and these will vary according to the size and immediate context of each site. While some sites have the potential to accommodate larger buildings management of their off-site amenity impacts is necessary to protect valued urban character. Smaller sites possess less capacity to accommodate development scales similar to their larger neighbours.



Prioritise sunlight access: Ensuring development minimises overshadowing where a high level of amenity is sought in the public realm.



Provide opportunities for **urban greening**, including space for street trees and green walls / roofs.



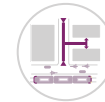
Maintain the 'fine grain' development pattern: Ensure development on larger sites provide active, transparent and human scaled frontages.



Maintain a diverse range of building types, architectural styles, and ages: South Melbourne's diverse building types, architectural styles, and ages support a wide range of land uses. South Melbourne should continue to celebrate and protect its heritage while supporting innovation and technology in new building systems and styles.



Upper setbacks and building separation: Preserve the streetscape qualities of South Melbourne, including the feeling of openness and light in streets and views to landmarks, whilst providing for redevelopment and renewal. Avoid multiple steps in upper building levels to improve efficiency and design outcomes. Ensure development provides high levels of internal amenity and provide equitable development opportunities for neighbouring properties.



Ensure **development servicing** retains a 'back of house' function by utilising existing service access arrangements through laneways to minimise disruption to transport and movement and amenity improvements to streets.



Incorporate innovative solutions to **flood mitigation**, particularly where buildings meet the public realm.



Manage interfaces with heritage places and residential areas: Require new development to respect the scale of, and not visually overwhelm, adjoining heritage and character places and residential areas.



South Melbourne contains land that is prone to flooding. Exploring approaches to managing development in flood prone areas can improve how buildings respond to this risk while also ensuring they are engaging and accessible at the ground floor.

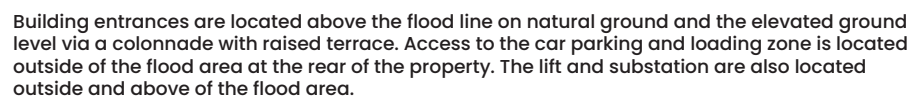
Managing development in flood prone areas will require working with key partners such as Melbourne Water. Where possible, we will reflect updated flood mapping that take into account the effects of climate change

The Good Design Guide for Buildings in Flood Affected Areas in Fishermans Bend, Arden and Macaulay is an example of an approach that could be adapted for South Melbourne.

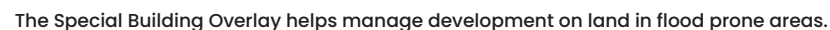
Why is this idea important?

The impacts of climate change are likely to be exacerbated as they are more widely felt. Therefore, considering how development responds to this risk is crucial if it is to be protected from increased flood risk.

In turn, development can achieve significantly better design and equitable access, while also minimising hazards and property damage from flooding.



Good Design Guide for Buildings in Flood Affected Areas in Fishermans Bend, Arden and Macaulay.





Idea 13: Sunlight to public spaces

What would this idea do?

We will review the requirements on how new development is to protect sunlight to public spaces, particularly which spaces should be prioritised and when sunlight access is most important. This work will consider more recent approaches to sunlight access, such as that proposed by the City of Melbourne (Amendment C415).

Why is this idea important?

Sunlight is important for our wellbeing and particularly important in the winter months to create comfortable places for people.

A review of built form controls over this area needs to include a review of how overshadowing of public spaces by development is managed. Among other things, the current Development Overlay Schedule 8 (DDO8) contains sunlight access controls to limit overshadowing in pedestrian areas and the streets around the South Melbourne Market. These sunlight controls are based on the winter solstice and their broad application often results in new buildings have significant upper-level setbacks.

This outcome may impact on the development efficiency of sites and design quality of buildings. In light of more recent approaches to sunlight access by other municipalities, a review of South Melbourne's shadow controls is necessary. Stronger solar access controls will protect important public spaces and parks from overshadowing to support healthy living.

Given that streets will provide an important contribution to public open space in the area (particularly because of the lower proportion of parks), the amenity of the footpaths is particularly important.



Current planning requirements addressing sunlight access apply to much of the Study Area.



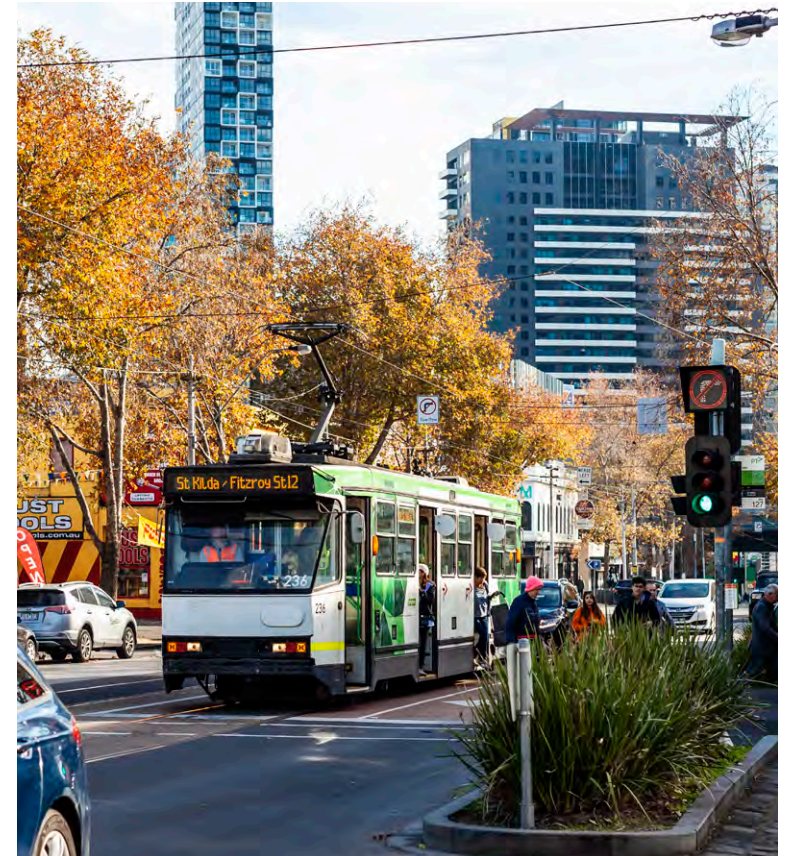
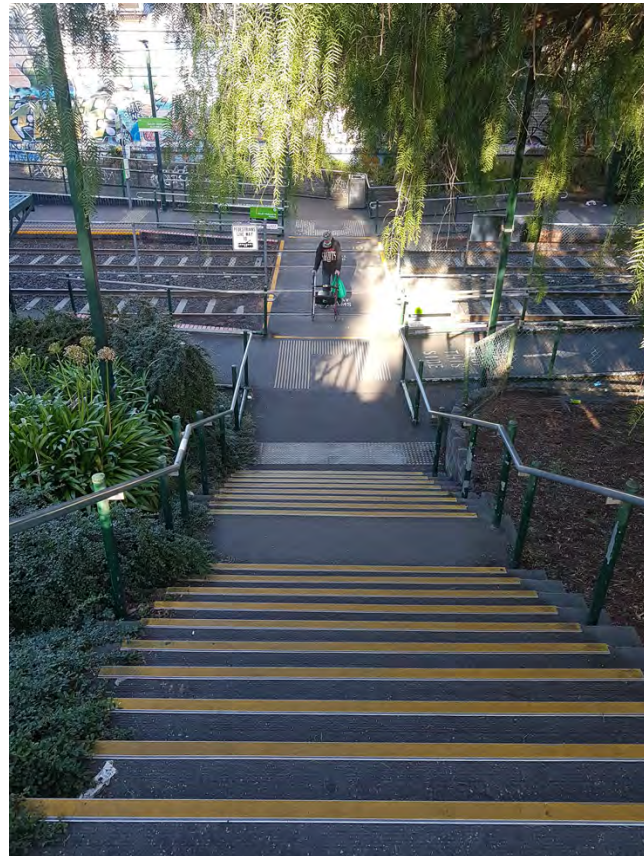
Idea 14: More accessible tram stops

What would this idea do?

South Melbourne is well connected, with several tram routes servicing the area. Not all tram stops are accessible to people with limited mobility such as older people and people with a disability. We will seek to work the Department of Transport to improving to the accessibility of tram stops to achieve greater consistency with the **Disability Discrimination Act 1992**, whilst minimising negative impacts on streets.

Why is this idea important?

South Melbourne is well connected. However, you told us that not all tram stops are accessible, limiting access for users such as older people and people with a disability, in turn limiting their ability to enjoy and access their neighbourhood.



South Melbourne is well connected, however not all tram stops are accessible, limiting access for users such as older people and people with a disability.



Idea 15: Connections beyond the boundary

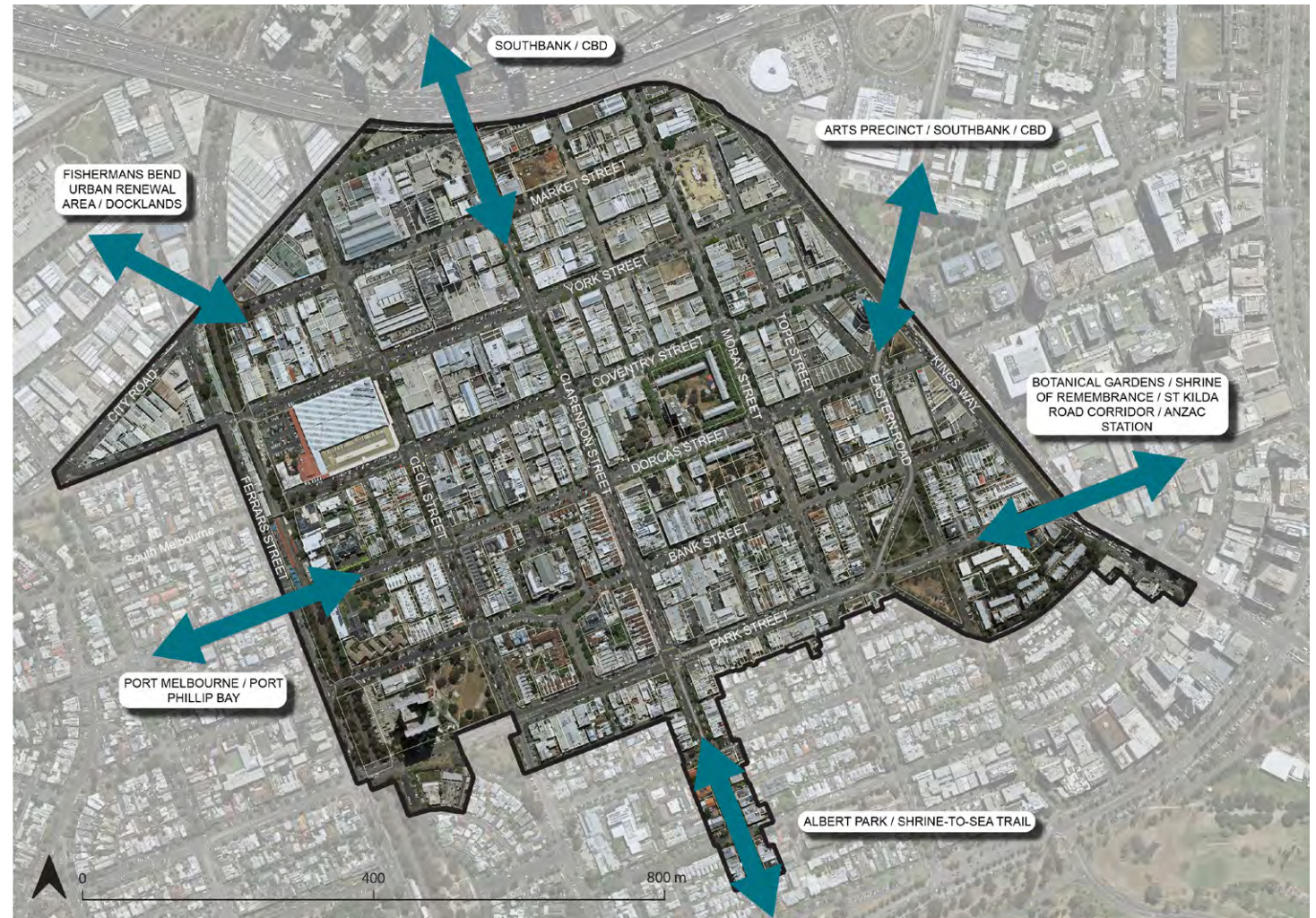
What would this idea do?

We will explore how to improve pedestrian and bike connections between the study area and:

- Southbank and Melbourne Central City;
- Montague Precinct and Docklands;
- The Arts Precinct;
- St Kilda Road corridor and the new ANZAC Station;
- The Royal Botanic Gardens and Shrine of Remembrance;
- Albert Park and the new Shrine to Sea Trail; and
- Port Melbourne and Port Phillip Bay.

Why is this idea important?

Despite being close to several key employment and service areas, destinations and attractions, the study area is bounded by major roads that prioritise motorised vehicles, creating hostile barriers for pedestrians and cyclists. In particular, you told us that pedestrian access across Kings Way is challenging for pedestrians. Improving accessibility to and from South Melbourne could attract more visitors and workers to South Melbourne, supporting the local economy.



There may be opportunities to improve pedestrian connections, bike connections and public transport outside the study area to areas such as Kings Way, Clarendon Street, Moray Street and to FBURA / Montague Precinct (Ferrars and/or Market Streets).



Idea 16: Kings Way interface

What would this idea do?

While providing a vital role for traffic and freight, you told us that Kings Way provides a poor, low-amenity experience for pedestrians. We will seek to work with the Department of Transport, who manages Kings Way, in seeking ways to improve pedestrian amenity and accessibility along and across Kings Way and to providing for street trees and other landscaping. There is an additional opportunity to improve the presentation of new development along Kings Way.

Why is this idea important?

Improving pedestrian amenity and accessibility along Kings Way would contribute to the network of walkable green streets, provide more comfortable public spaces and achieve better connections to the new ANZAC Station.



Next steps

How will we use your feedback and what happens next?

Your diverse views and insights will provide a crucial foundation for the South Melbourne Structure Plan.

The draft Structure Plan will be shaped by your feedback on the draft vision, key directions and ideas in this paper.

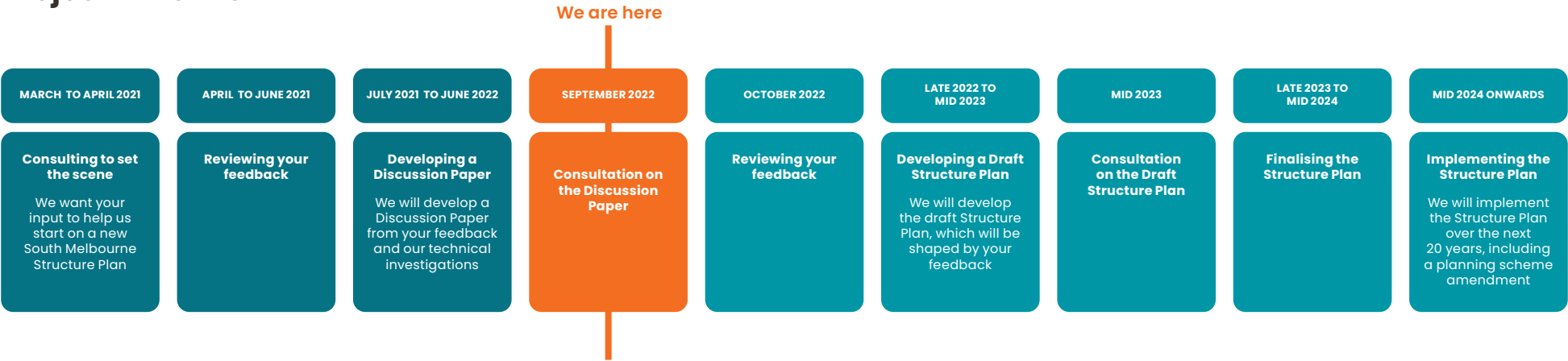
We will again seek your views on the draft Structure Plan to provide another opportunity for feedback to shape the final South Melbourne Structure Plan.

You'll also be able to make a submission on the proposed planning scheme amendment to implement the Structure Plan in the Port Phillip Planning Scheme.

We will continue to report back on what we heard and how your feedback has informed the project.

The project timeline shows the key steps for developing the South Melbourne Structure Plan.

Project timeline





City of Port Phillip

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